

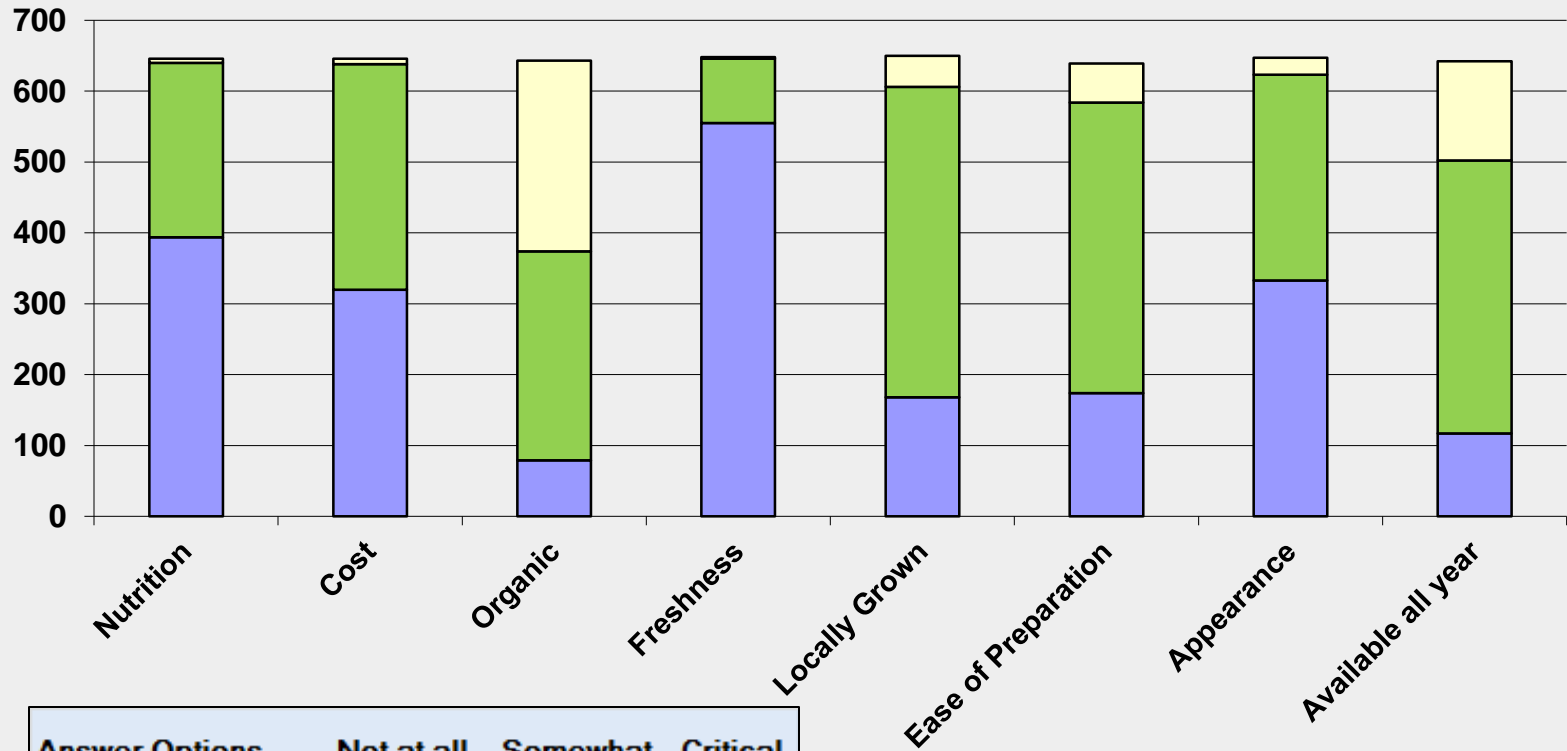
# Fairfield Growing

**2015 Annual**

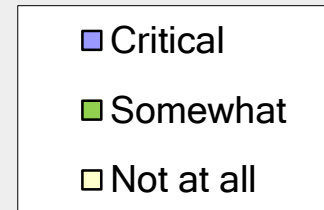
**Local Food Survey**

**645 Respondents**

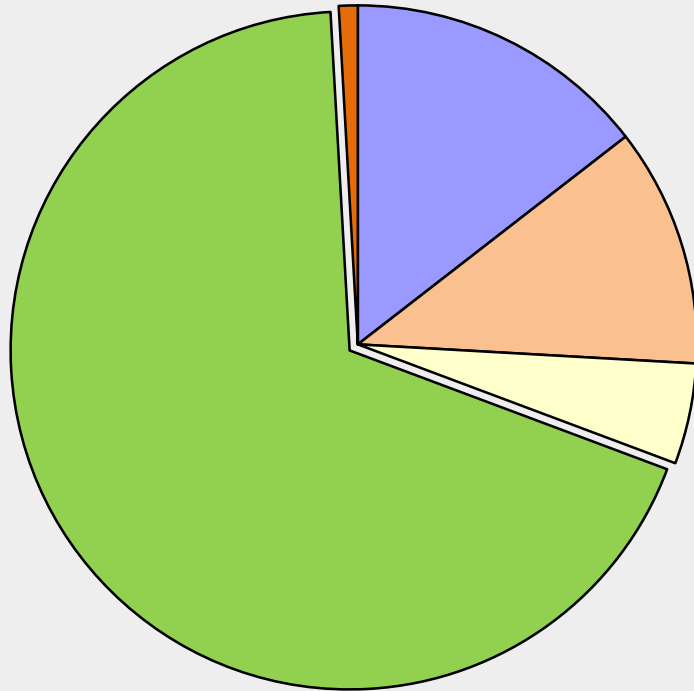
## How important are each of the following to your food buying decisions?



Answer Options	Not at all	Somewhat	Critical
Nutrition	6	246	394
Cost	8	318	320
Organic	269	295	79
Freshness	2	91	555
Locally Grown	44	438	168
Ease of Preparation	55	410	174
Appearance	24	290	333
Available all year	140	385	117



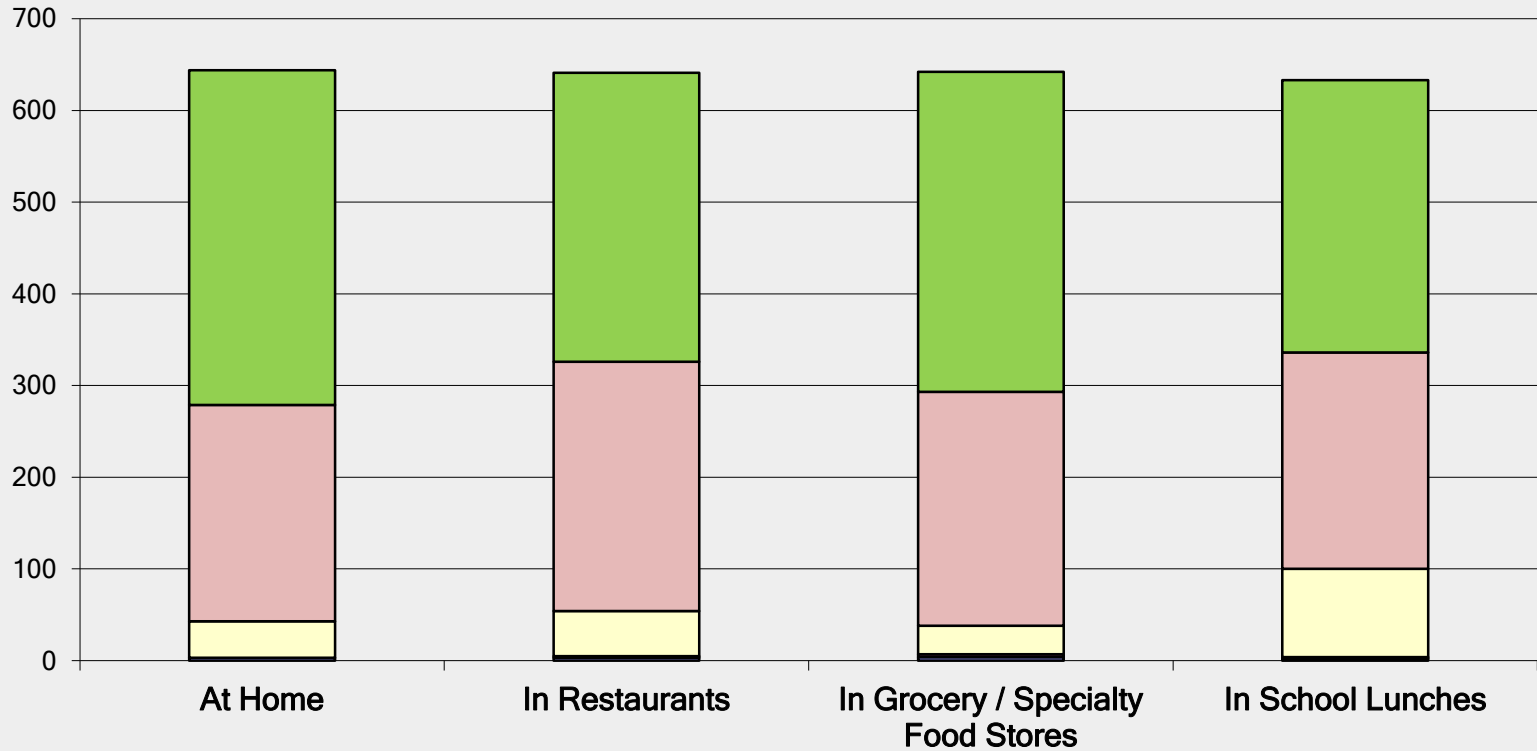
## What do you perceive as the most important thing about local food?



Answer Options	Response Percent	Response Count
Healthier for you	14.5%	93
Tastes better	11.4%	73
Better for the environment	4.8%	31
Supports the local economy	68.4%	439
I don't care about local food	0.9%	6

■ Healthier for you      ■ Tastes better      ■ Better for the environment  
■ Supports the local economy      ■ I don't care about local food

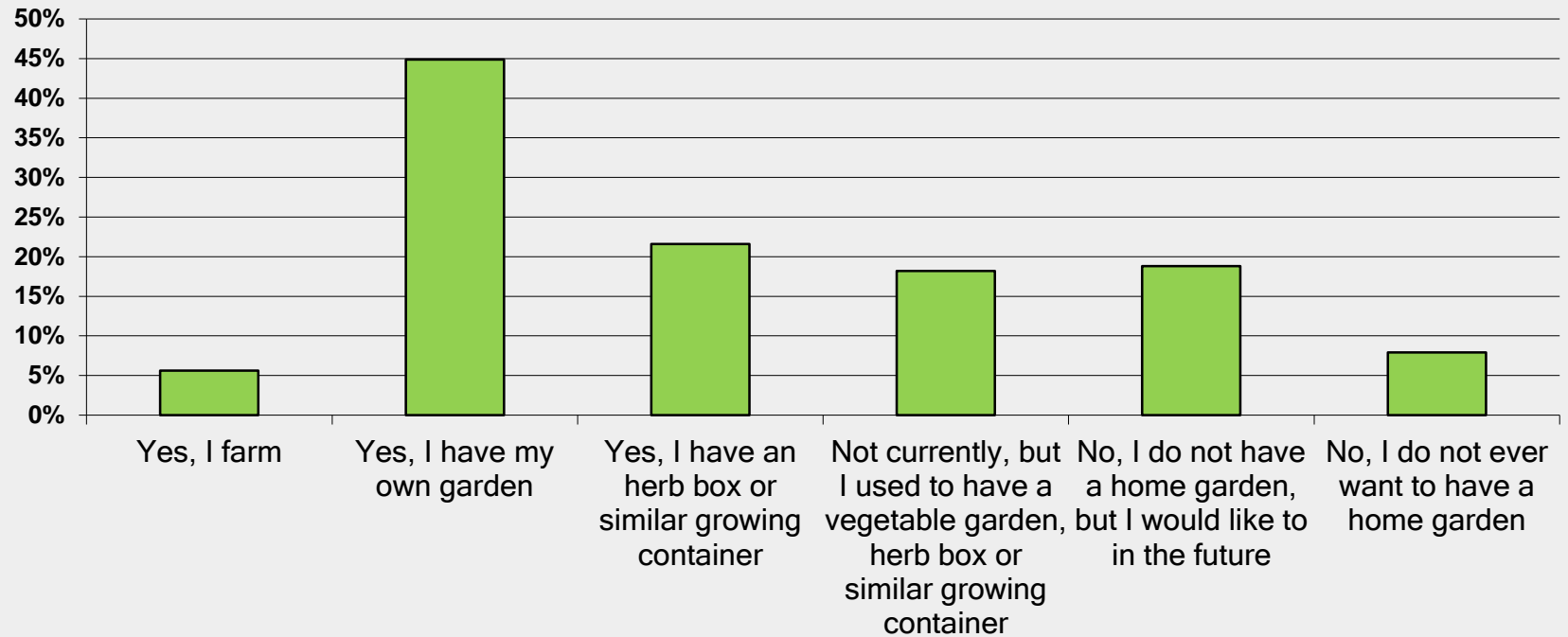
## Do you believe local foods should be served:



■ Strongly Disagree  
 ■ Disagree  
 ■ Neutral  
 ■ Agree  
 ■ Strongly Agree

Answer Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
At Home	365	236	40	0	3
In Restaurants	315	272	49	2	3
In Grocery / Specialty Food Stores	349	255	31	3	4
In School Lunches	297	236	96	2	2

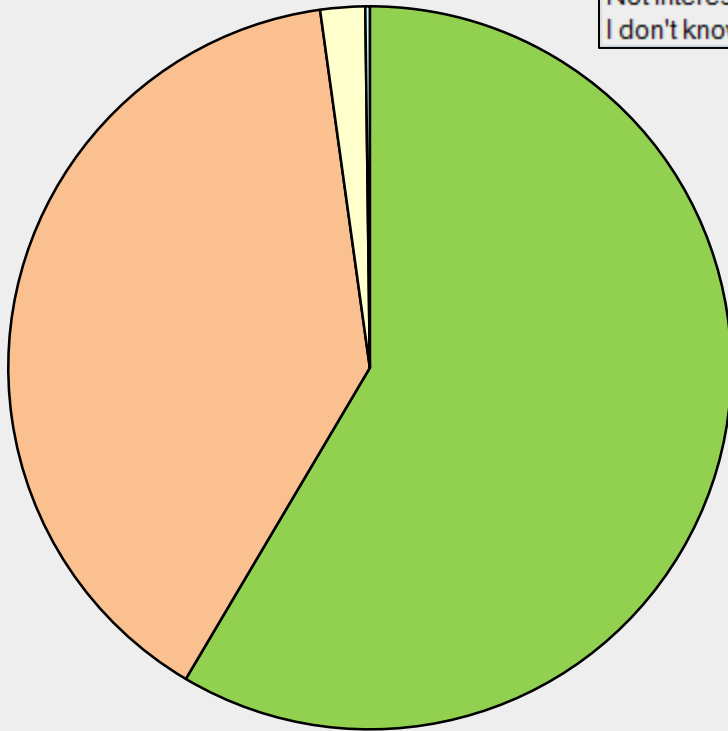
## Do you grow any of your own food? (Check all that apply)



Answer Options	Response Percent	Response Count
Yes, I farm	5.6%	36
Yes, I have my own garden	44.9%	289
Yes, I have an herb box or similar growing container	21.6%	139
Not currently, but I used to have a vegetable garden, but I would like to have a herb box or similar growing container	18.2%	117
No, I do not have a home garden, but I would like to in the future	18.8%	121
No, I do not ever want to have a home garden	7.9%	51

# Please rate your interest in shopping at a Farmers' Market

Answer Options	Response Percent	Response Count
Extremely Interested	58.5%	377
Somewhat Interested	39.3%	253
Not Interested	2.0%	13
I don't know where any Farmers' Markets are located	0.2%	1

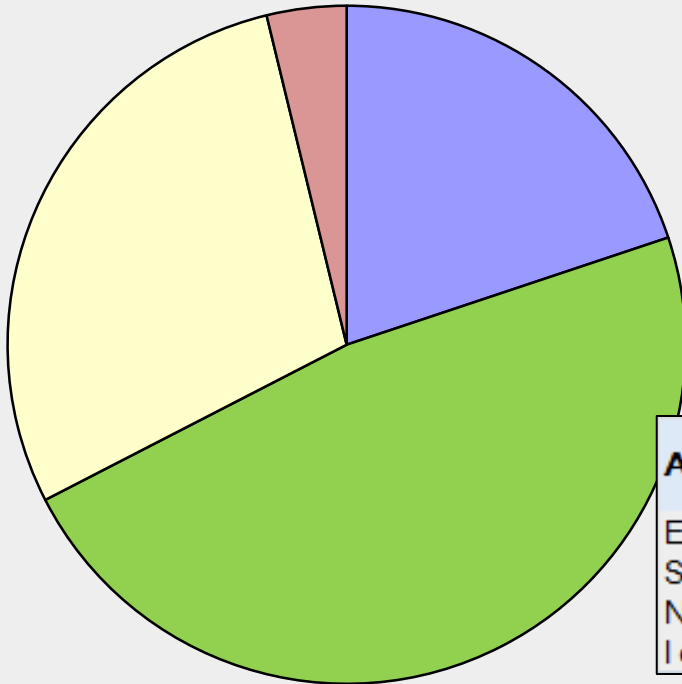


A farmers' market is typically an open air market that operates for a specific period of time during the growing season (May - October) where producers and vendors sell directly to the consumer.

- Extremely Interested
- Somewhat Interested
- Not Interested
- I don't know where any Farmers' Markets are located

## Please rate your interest in a CSA

A CSA (Community Supported/Shared Agriculture) is a group of subscribers who pledge to support one or more local farms. CSA members provide advance payment to the farmer(s) for an anticipated harvest. In return, subscribers receive weekly shares of produce during the growing season).



Answer Options	Response Percent	Response Count
Extremely Interested	19.9%	127
Somewhat Interested	47.6%	304
Not Interested	28.8%	184
I don't understand the CSA Concept	3.8%	24

■ Extremely Interested

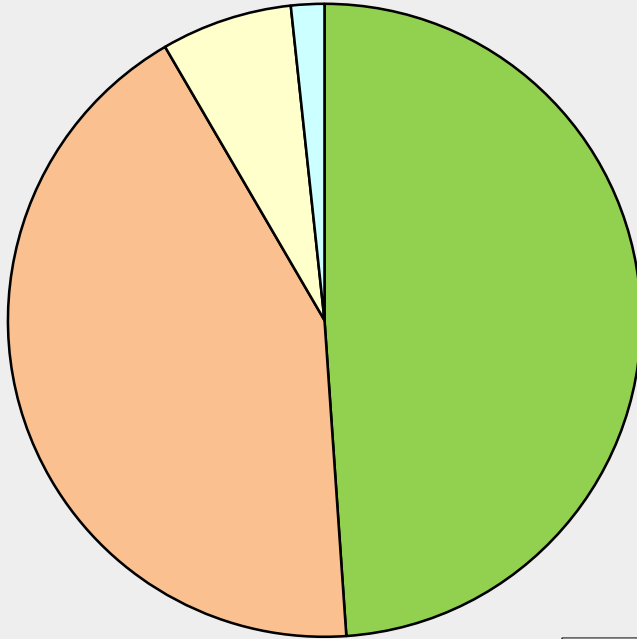
■ Somewhat Interested

■ Not Interested

■ I don't understand the CSA Concept

## Please rate your interest in buying from a local food hub if located in Fairfield County.

A food hub is a center where smaller producers may aggregate their products for wholesale distribution to provide the quantity, quality, and consistency needed for a larger commercial buyer. The food hub may also include an ancillary retail market from which local residents may purchase smaller quantities of products.

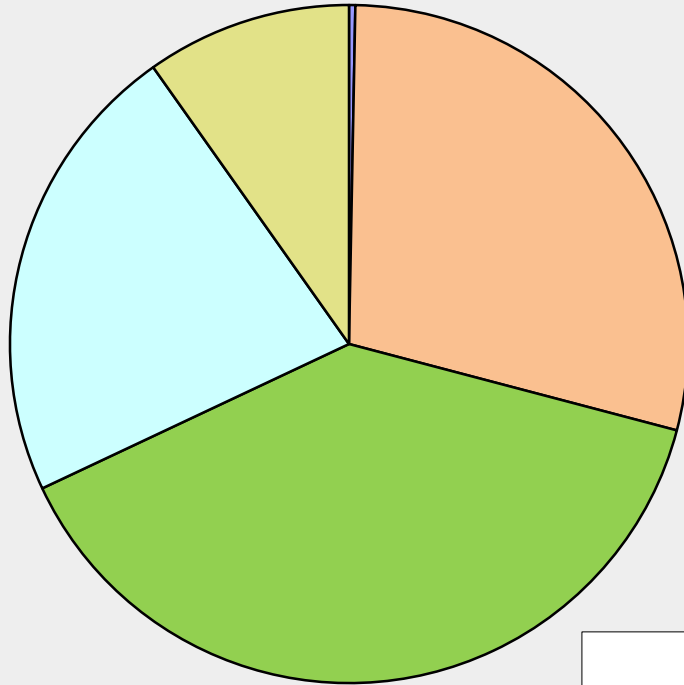


Answer Options	Response Percent	Response Count
Extremely Interested	48.9%	314
Somewhat Interested	42.7%	274
Not Interested	6.7%	43
I don't understand the food hub concept	1.7%	11

- Extremely Interested
- Somewhat Interested
- Not Interested
- I don't understand the food hub concept



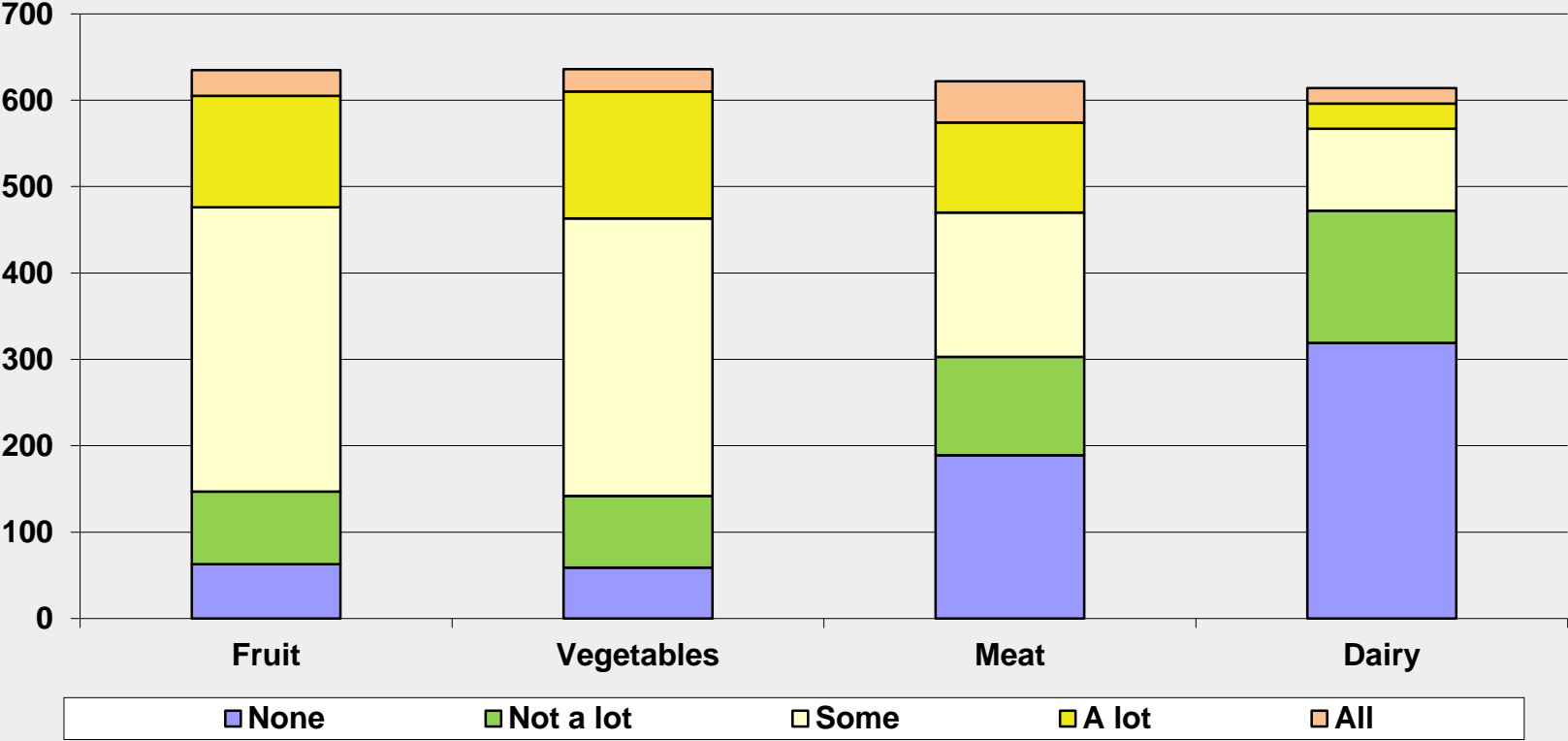
## How far are you willing to drive to purchase local food products from a farmers' market, CSA or food hub?



Answer Options	Response Percent	Response Count
0 miles - I want the products delivered	0.3%	2
1-5 miles	28.8%	184
6-10 miles	38.9%	249
11-15 miles	22.2%	142
15 or more miles	9.8%	63

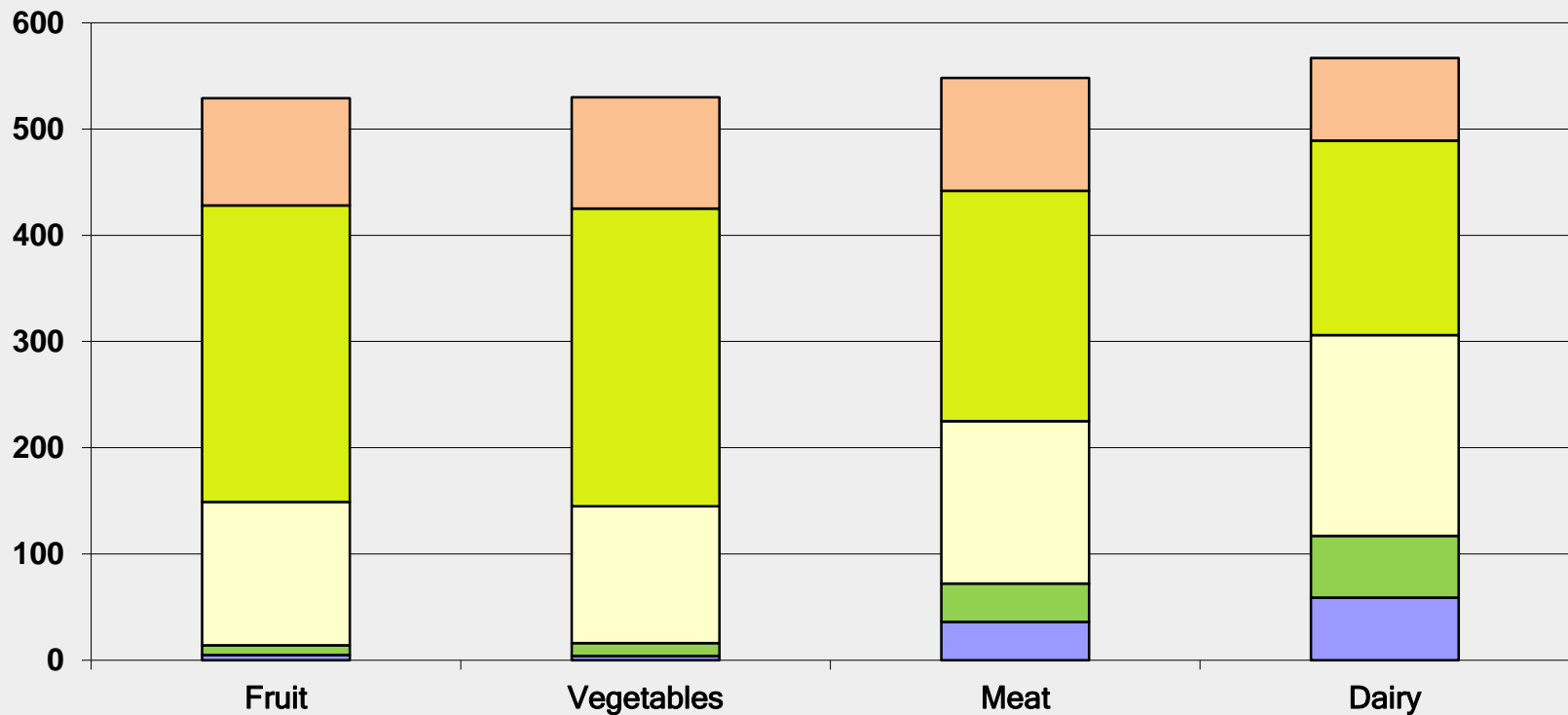
- 0 miles - I want the products delivered
- 1-5 miles
- 6-10 miles
- 11-15 miles
- 15 or more miles

**Please indicate which products you currently buy from a local producer. (For the purpose of this survey "Local" is defined as Fairfield County and its adjacent counties.)**



Answer Options	All	A lot	Some	Not a lot	None	Response Count
Fruit	30	129	329	84	63	633
Vegetables	26	147	321	83	59	634
Meat	48	104	167	114	189	618
Dairy	18	29	95	153	319	612

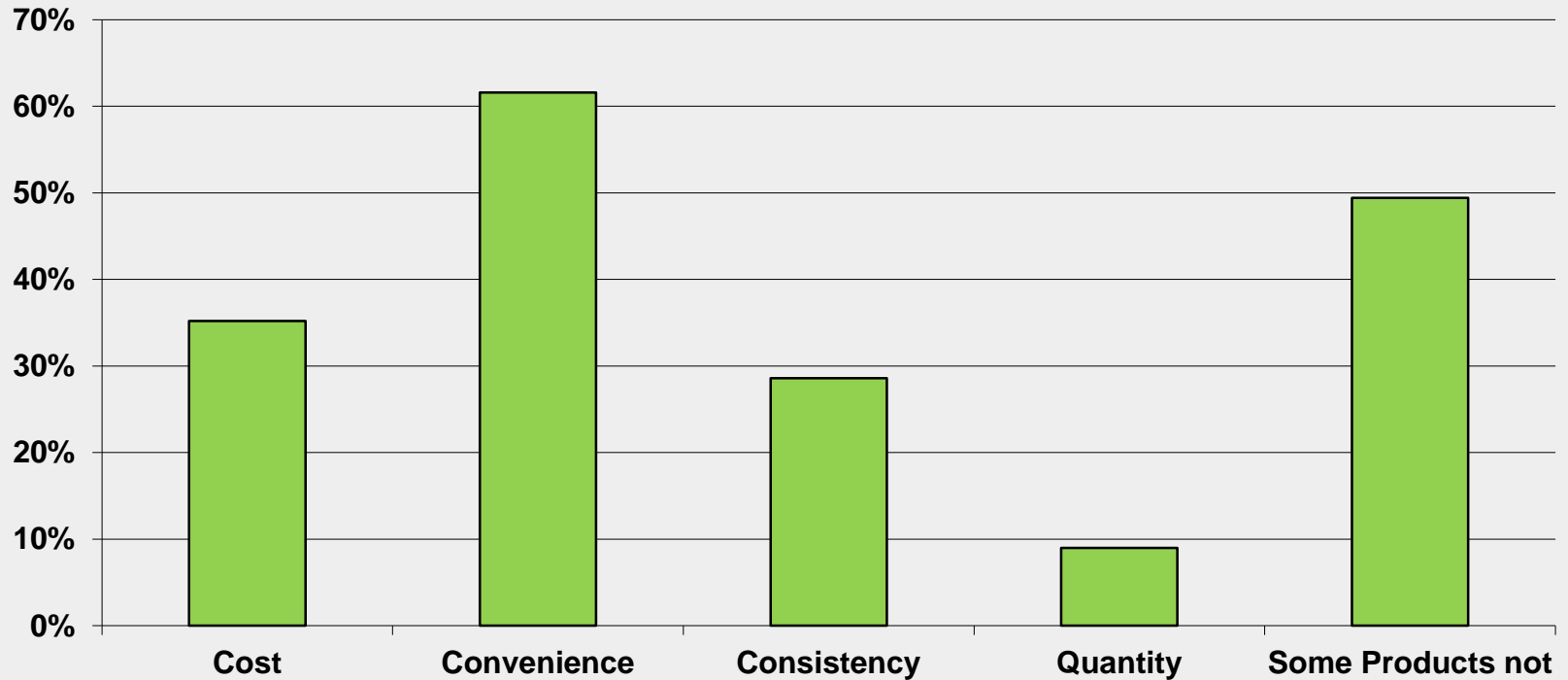
If you don't currently buy a particular product from a local producer, please mark your interest in buying each product locally in the future (For the purpose of this survey, "Local" is defined as Fairfield County and its adjacent counties.)



None	Not a lot	Some	A Lot	All
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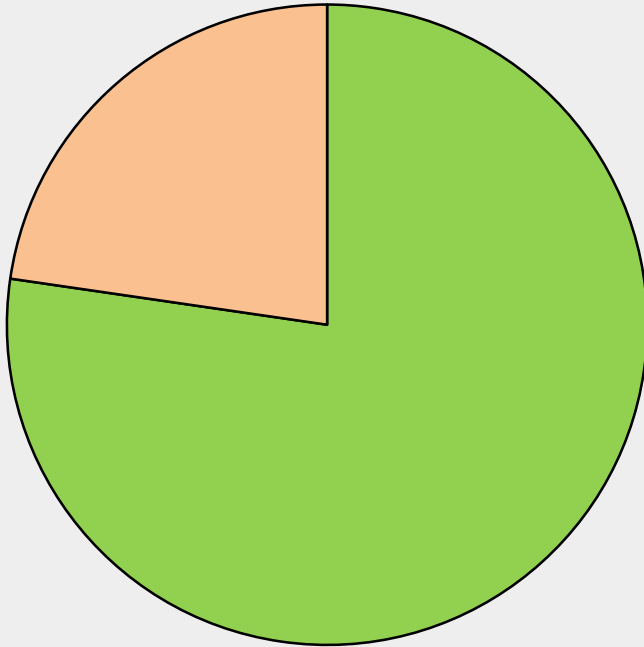
Answer Options	All	A Lot	Some	Not a lot	None
Fruit	101	279	135	9	5
Vegetables	105	280	129	12	4
Meat	106	217	153	36	36
Dairy	78	183	189	58	59

## What are the barriers preventing you from buying local? (Check all that apply)



Answer Options	Response Percent	Response Count
Cost	35.2%	210
Convenience	61.6%	368
Consistency	28.6%	171
Quantity	9.0%	54
Some Products not available year round	49.4%	295
Other (please specify)		70

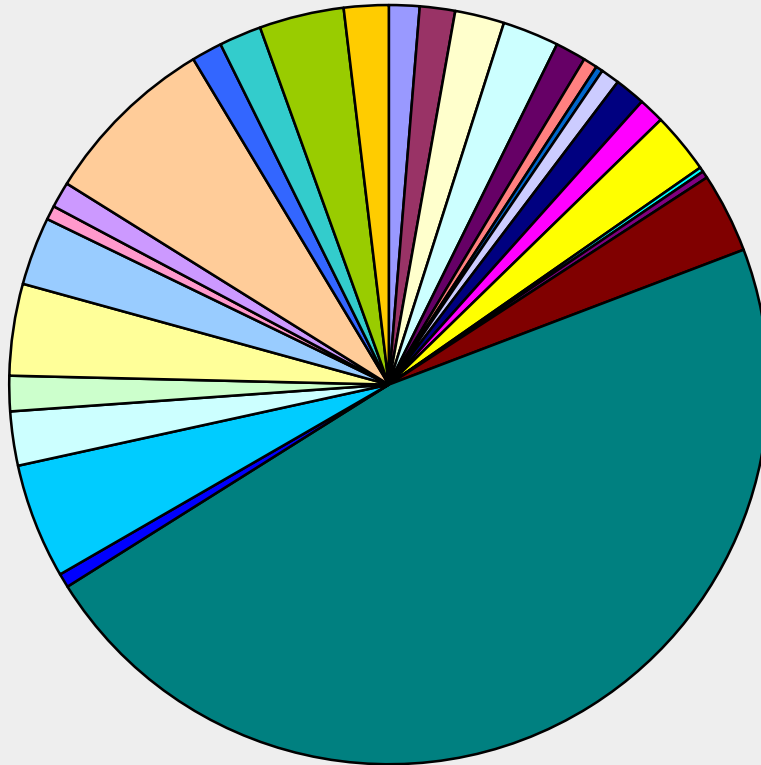
## Do you believe that there has been an increase in general awareness of local foods in the past year?



Answer Options	Response Percent	Response Count
Yes	77.3%	491
No	22.7%	144

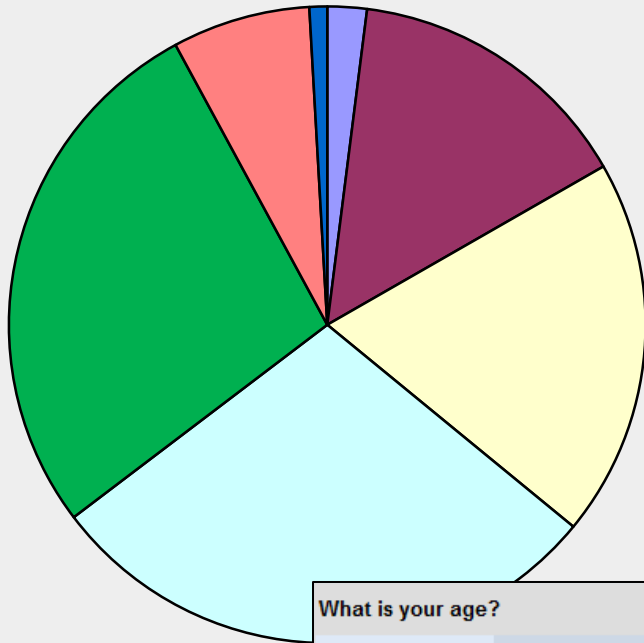
■ Yes   ■ No

**Please choose the geographic area that best describes the location of your residence**



Answer Options	Response Percent	Response Count
Village of Amanda	1.3%	8
Village of Baltimore	1.5%	9
Village of Bremen	2.1%	13
Village of Canal Winchester	2.4%	15
Village of Carroll	1.3%	8
Village of Lithopolis	0.6%	4
Village of Millersport	0.3%	2
Village of Pleasantville	0.8%	5
Village of Rushville	1.3%	8
Village of Stoutsville	1.1%	7
Village of Sugar Grove	2.6%	16
Village of Thurston	0.2%	1
Village of West Rushville	0.3%	2
City of Pickerington	3.4%	21
City of Lancaster	46.8%	289
Amanda Township	0.6%	4
Berne Township	4.9%	30
Bloom Township	2.3%	14
Clearcreek Township	1.5%	9
Greenfield Township	3.9%	24
Hocking Township	2.9%	18
Liberty Township	0.6%	4
Madison Township	1.1%	7
Pleasant Township	7.5%	46
Richland Township	1.3%	8
Rushcreek Township	1.8%	11
Violet Township	3.6%	22
Walnut Township	1.9%	12
Other (please specify)		37

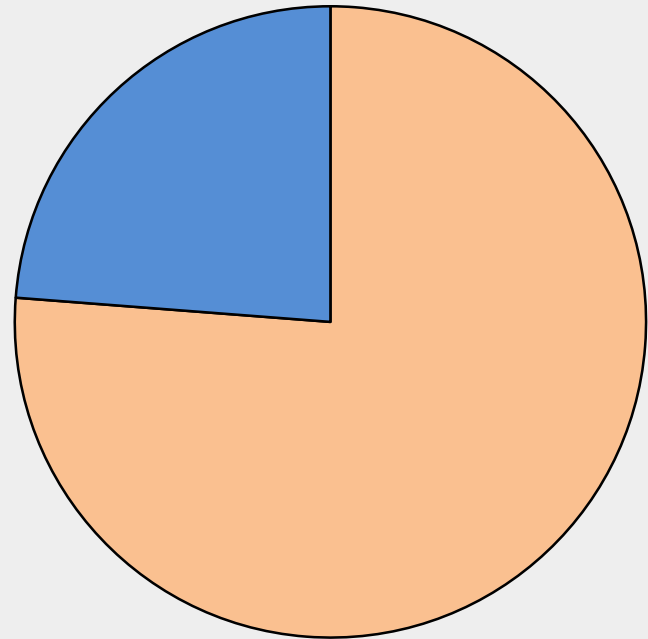
# What is your age?



What is your age?		
Answer Options	Response Percent	Response Count
18 to 24	2.0%	13
25 to 34	14.7%	95
35 to 44	19.2%	124
45 to 54	28.7%	185
55 to 64	27.4%	177
65 to 74	7.0%	45
75 or older	0.9%	6

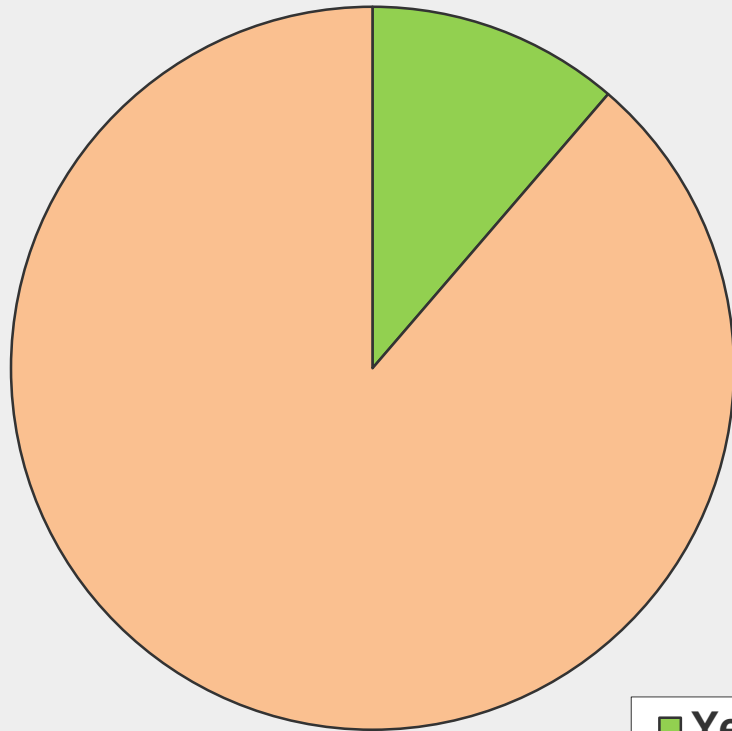
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

# What is your gender?



- Female
- Male

## Did you complete this survey last year?



■ Yes ■ No

Did you complete this survey last year?		
Answer Options	Response Percent	Response Count
Yes	11.3%	72
No	88.7%	566
<i>answered question</i>		<b>638</b>
<i>skipped question</i>		<b>7</b>